

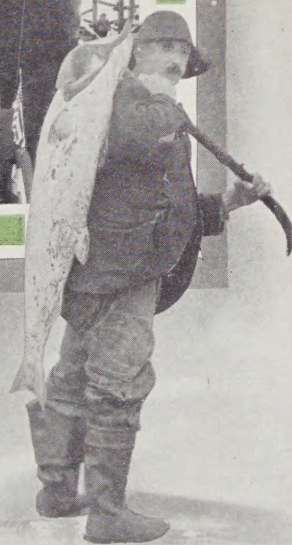


# ASTORIA

100

## OREGON

*Gateway to the  
Columbia Empire*



Published  
By  
Astoria  
Chamber  
of  
Commerce





Hotel Astoria

## HISTORIC

The Columbia river emerged from the mists of legend in the year 1792, three centuries exactly after the discovery of America, when Captain Robert Gray sailed his Boston vessel "Columbia" into the Great River of the West.

In 1805 the long, long trail of the Lewis and Clark expedition ended at the mouth of the Columbia river, and the haggard explorers first saw the Pacific ocean, the goal of their struggle, from the top of Tongue Point, that spectacular peninsula which juts into the Columbia river just at the east gateway to Astoria. They made their camp on a little rocky beach on the west side of Tongue Point, looking toward the sea.

Lewis and Clark made their winter quarters at Fort Clatsop, a mile from the Coast Highway, on the banks of the Lewis and Clark river and in full view of the Astoria of today. The explorers erected a cairn at Seaside and there boiled seawater to obtain salt for their return journey. The cairn remains, and has been preserved as a shrine for posterity. The expedition went from Seaside to the mouth of Elk Creek to secure oil from a stranded whale. They named the district Ecola, the Indian word for whale, a name it retains to this day.

In 1811 an expedition sent out on the ship Tonquin by John Jacob Astor founded the city of Astoria, the first American settlement west of the Mississippi river. The palatial Hotel Astoria stands today almost exactly on the site of the original log fort at Astoria.

In Astoria was established the first United States post office west of the Rocky Mountains, as well as the first custom house on the Pacific coast. There centered the marine and commercial history of the early days of the Pacific northwest.

On Clatsop Plains, a dozen miles from Astoria, a little congregation of Christian people still meet in a tiny church, seemingly oblivious to the fact that they constitute the oldest Presbyterian congregation west of the Mississippi river.

At Fort Stevens one can trace the moats and ramparts of the early fortifications and can find mouldering bastions and rusty cannon overgrown with rank vegetation.

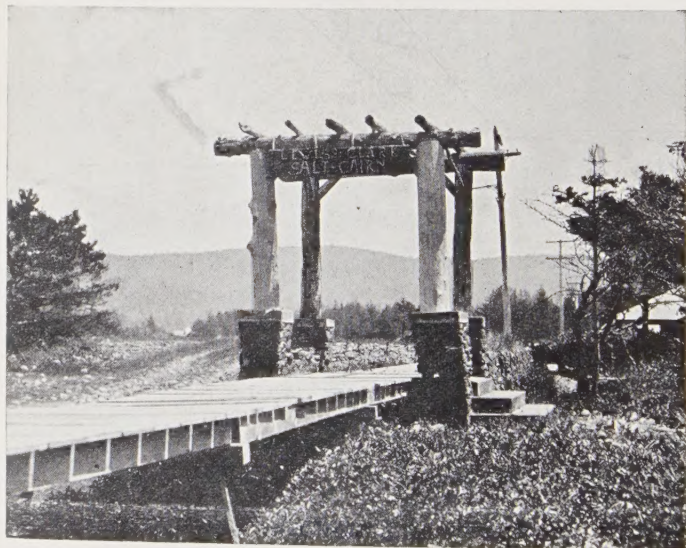
Cannon Beach, uncut gem of the Oregon coast, was named from the finding of a brass cannon of the ill-fated sloop of war Shark, wrecked off the Columbia. Still further south along the Clatsop coast are the beaches where slabs of beeswax and aged candles, exhumed from the sand, give evidence of disaster to a Spanish vessel in the long years back behind the day when western history dawns clear.

## SCENIC POINTS

Astoria is ringed about with strategic points from which breath-taking panoramas are unfurled. Coxcomb hill, one of the city's parks, is the nearest, most accessible, and one of the finest. From its top, which is reached by a motor road, the viewer sees the city flung down at his feet. His eyes sweeps across the seven-mile width of the Columbia river to the blue, beetling hills of the Washington shore. The fishing fleets of Astoria dot the waters. The ocean is within the sweep of his eye, and all of the rich tideland dairy region to the south of Astoria, with the endless forests flung away over the hills and mountain valleys.

A still grander panorama awaits the man who, leaving his motor and trailing through damp, delightful forests, then up over craggy, stirring rocks, attains at last to the top of Saddle mountain, Clatsop's premier peak, said to command a view unequalled on the western coast. It stands aloof, permitting the great bulwark of the Cascade range to lift its snowy summits in a grand review.

The district about Astoria affords two seascapes of beauty passing description and defying the mirrorings of photography. Across the Columbia from Astoria, the tourist easily attains North Head and Cape Disappointment, guardians of the north side of the river entrance. Each is crowned by a lighthouse and below the beacons the sheer black cliffs drop hundreds of feet into the carded surf boiling against the shore. Up and down the coast runs the view, until vision falters in the mists of distance.



Salt Cairn at Seaside, where Lewis and Clark secured their salt



Tillamook Head, near Seaside, is topped by a trail running from that city through a region of surpassing loveliness to the summit of a near-mountain, stepped in the sea. There coastal nature is at its wildest in a riot of sea and surf, of rock and cliff, of forest and intoxicating wind.

### ASTORIA'S ADJACENT BEACHES

Astoria is the point from whence the routes to the northwest's most famous beaches branch out. Hard by is the whole stretch of the Clatsop beaches, running from Fort Stevens, on the northwestern most tip of Oregon, to Arch Cape at the southern extremity of Clatsop county.

South of Fort Stevens are Delaura, Columbia, Sunset and Del Rey beaches, natural, undeveloped resorts which annually call many campers and nomadic motorists. Then comes Gearhart, perhaps the most exclusive of the northwest watering places, with its magnificent, wide sand



View from Astoria Park—Saddle Mountain in background

beach, its splendid hotel, its rows of beautiful beach homes, and its far-famous golf links.

South of Gearhart is Seaside, no mean city, and the northwest's beach metropolis. Seaside has developed its beach front with a mile-long concrete seawall, topped by a wide Promenade and starred along its entire length with ornamental lights. The central point of this long Promenade is a motor turn-around which swings out onto the beach, the site planned for a monument to Lewis and Clark, commemorating the End of the Trail.

Nine miles south of Seaside over a beautifully picturesque motor road begins Cannon Beach, the lovely. Its stretches of weirdly "singing sand", its tremendous cliffs and intriguing coves, its mountain-like rocks, stepped in the surf, its creeks and woods which sweep down to the sand, all have made Cannon Beach one of the wonder spots.

### HOTEL ACCOMMODATIONS

Astoria makes no idle boast when it declares that the hotel accommodations which it offers are the finest in the state, outside of the metropolis. The new Hotel Astoria, eight stories high, with 150 rooms, was opened February 22, 1924. It is incomparably ahead of anything else in the small cities of the state, and is augmented in Astoria's hotel system by other smaller, but excellent institutions.

The Hotel Gearhart at that resort and the Hotel Seaside at the beach capital of the northwest are the finest resort hostleries in the state. Both are new, modern and are justly famous. At Seaside there are half a dozen other tourist hotels.

The North Beaches, along the Washington coast across the Columbia from Astoria, have a number of very excellent hotels, all easily reached from Astoria.

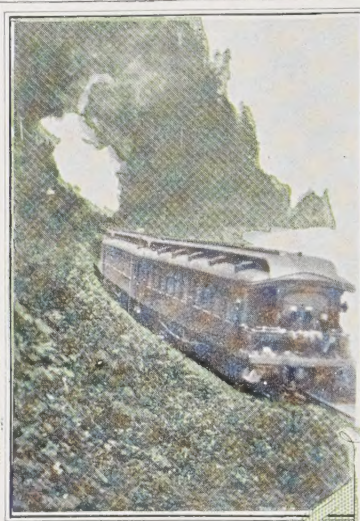
At Cannon Beach are a number of inn-like, rustic hotels, well in keeping with the character of the resort.

### FERRY SERVICE

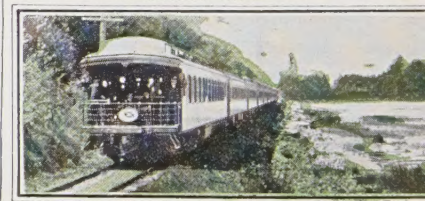
Because of its gigantic size, no bridge crosses the Columbia river at Astoria, but fast, regular ferry service is maintained the year round by automobile ferries, which are also fitted up with comfortable passenger accommodations. They connect with the Washington state highway system at McGowan, from where it is an easy drive to Ilwaco, Seaview and Long Beach, from where the Ocean Beach highway runs to a junction with the Pacific Highway at Chehalis.



# Seaside Hotel



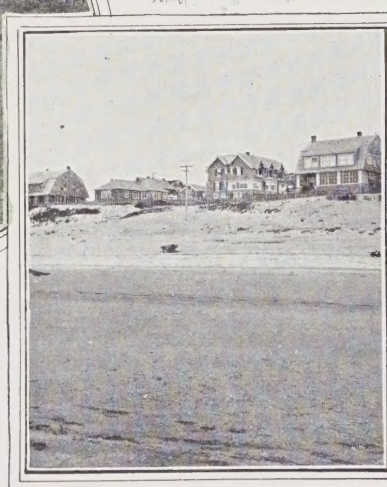
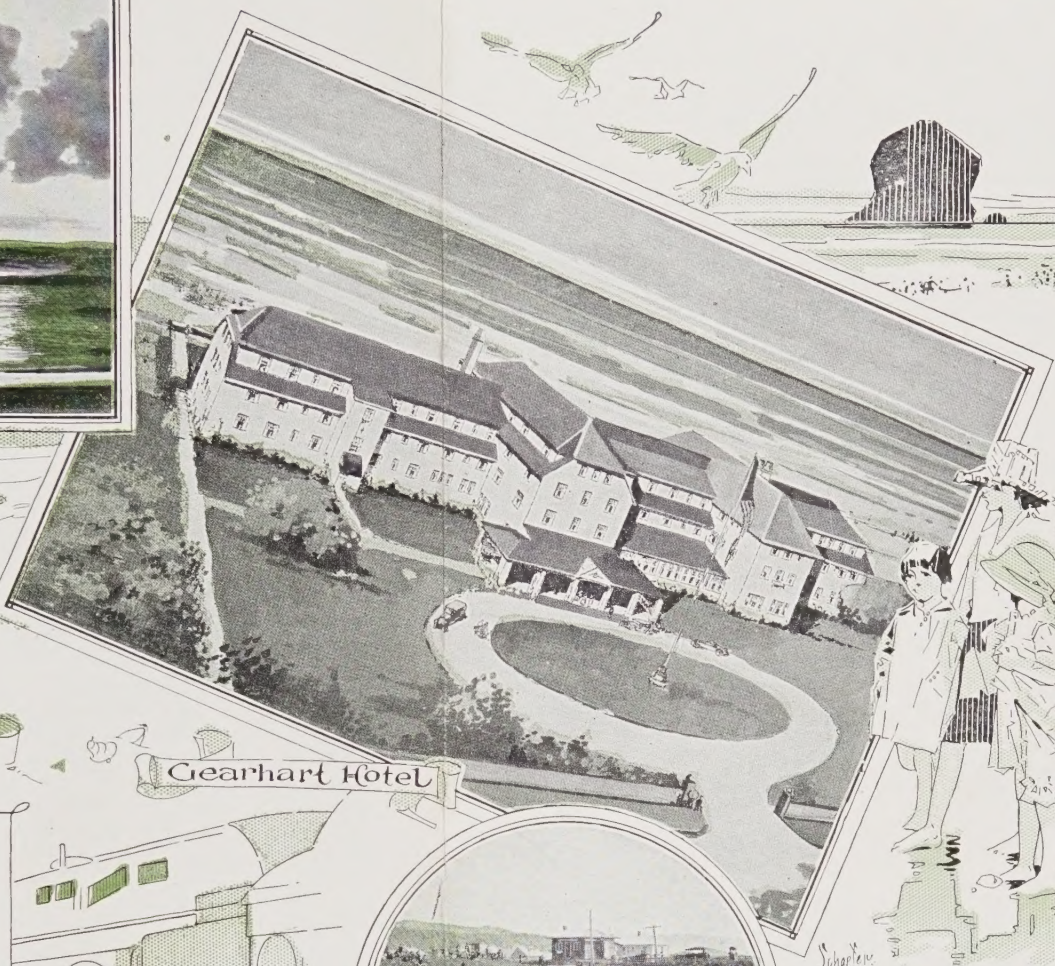
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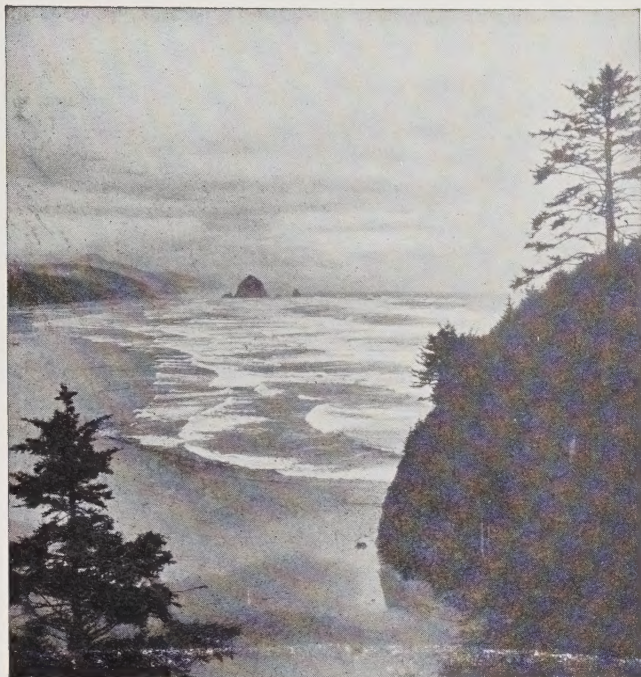


Across the Columbia river from Astoria, the North Beaches run up the coast of Washington for more than 20 miles from the headlands at the entrance to the Columbia to the break in the coastline caused by Willapa Harbor. This is one long, wide, sweeping stretch of matchless sand, while half a dozen resorts come down to the beach itself with Long Beach, Seaview and Ocean Park as the focal points.

North Beach, Washington.  
North Head Lighthouse.  
Topographical Map of North Beach.  
Fishing Rocks.







Cannon Beach—Haystack Rock in distance

### AUTO TRIPS

The trip to Astoria itself must rank first among the enticing motor journeys of one's vacation. The Columbia river highway is a superb stretch of road, running 100 miles from Portland to Astoria.

From Astoria five main motor routes radiate as the fingers of one's hand.

That across the Columbia river into Washington leads to the great Washington state highway system, up the North Beaches and inland to join the Pacific Highway at Chehalis. This trip affords a pleasant diversion from the through route over the Pacific highway.

A paved road runs west from Astoria to Warrenton, Hammond and Fort Stevens. A short distance from Warrenton the motorist is able to gain the hard sand of the beach itself. There the receding tide creates a natural Ocean Speedway 10 miles in length, where a driver may stretch his car to the limits of its speed in perfect safety.

The road to Seaside runs 20 miles south of Astoria through the rolling, historic Clatsop Plains country. It is bordered much of the way by phenomenal growths of Scotch broom, whose wealth of brilliant flowers have given this portion of the road the name of the Golden Trail. Still on beyond Seaside the road runs to Cannon Beach, and also on down the coast to Tillamook, the cheese land, returning thence to Portland, forming one of Oregon's remarkable loop trips.

Due south from Astoria, two roads penetrate a pair of the rich valleys which contribute much to the rural fame of Clatsop county. These are the Lewis and Clark and Youngs river valleys.

Another road, paved for half the distance, reaches out from Astoria to the Nehalem valley, that rich agricultural and vacation wonderland which cuts across Clatsop county. It is a land of surpassing beauty. The highway runs up the Nehalem river, over a divide and down into the Willamette valley south of Portland, constituting another loop route which can be combined with the Columbia highway for another charming two-day motor trip from Portland to Astoria and return.

### AUTO PARKS

Astoria offers the camping motorists an auto park which it will place in competition against any in the west for beauty of location. The camp lies in the southern part of the city, on the main highway route through Astoria, and on a hill overlooking peaceful, charming Youngs bay, with the entrance to the Columbia river, the ocean, the Lewis and Clark and Youngs river valleys and Saddle Mountain all contributing to the impressive view.

The park is equipped with permanent stoves, running water, electricity, telephone, and with an attendant in charge.

All of the beach resorts mentioned offer adequate camping facilities for the motorists who vagabond along.

### HUNTING AND FISHING

Sportsmen find Astoria's tributary country particularly attractive. Hunting and fishing opportunities intrigue the seasoned and the tyro alike.

The streams about Astoria afford remarkable fishing every month in the year. The first quarter of the year brings the steelhead trout to the coastal streams in large numbers. There are half a dozen streams within an hour's motoring of Astoria where abundant catches may be made.

In April the trout season starts, continuing until November. The Necanicum and Nehalem rivers are ranked among the finest trout streams in the world, to say nothing of the dozen other creeks carrying excellent trout water.



Clatsop Crest on Columbia River Highway



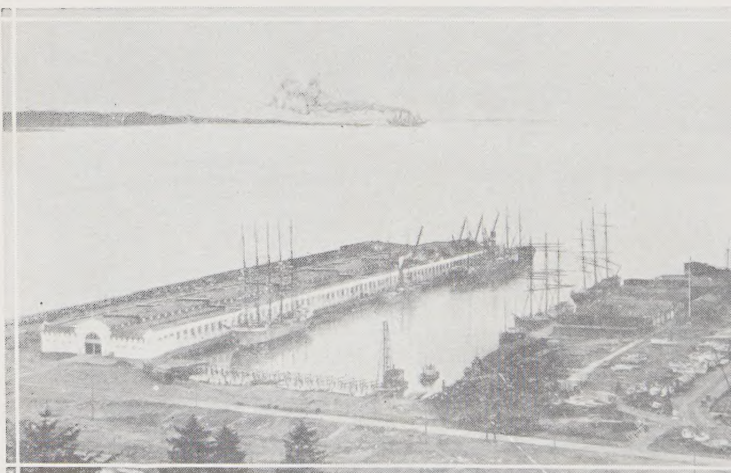


Salmon Fishing on Columbia River

In the late fall and early winter silverside salmon are easily taken on a light rod in the coastal streams. Nor must the salmon trout be forgotten. These beautiful fish are taken in large numbers from September to the first of the year.

The great sport fishing opportunity which is just being developed lies in trolling for salmon at sea just off the mouth of the Columbia river. Sportsmen are only just beginning to realize this opportunity. Chinook salmon running up to 75 pounds may be taken, while silverside and blueback afford added sport, with the vicious steelheads also available in large numbers.

The lakes of Clatsop Plains and the marshes along the Columbia river and Shoalwater bay are the fall and winter homes of thousands of waterfowl. Duck hunting begins



Port of Astoria



in September and lasts until after the first of the year. The Clatsop county canvasback ducks are famous.

Bear, deer, wild cat and cougar give the big game hunter rare sport in the heavily timbered regions of Clatsop county.

Grouse, quail and upland birds are plentiful in the cut-over districts of the county.

An opportunity for sport with the rifle which is generally over-looked lies in the shooting of seals and sea lions in the Columbia river and along the coast. The hunting of these creatures calls for fast, straight shooting and elaborate stalking.

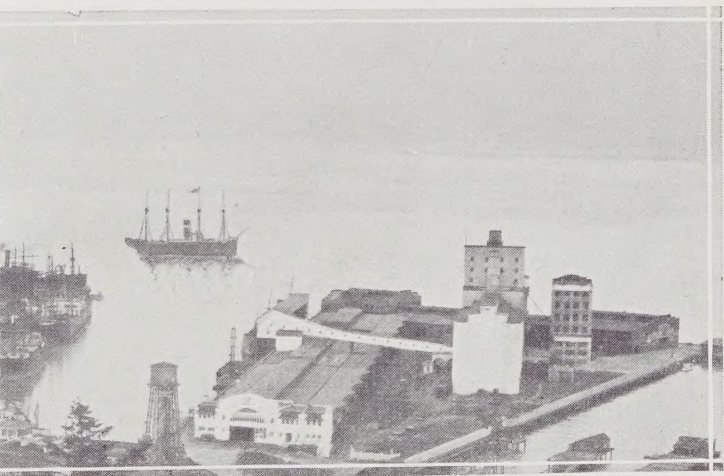
## HIKING

The paved roads radiating from Astoria give access to a hundred natural wonders, but many more may be attained by short hikes from the highways. Saddle Mountain, Gnat Creek Falls, Youngs River Falls, the Lewis and Clark Canyon, God's Valley, Lost Lake, Lake Wickiup, Sugar Loaf Mountain, Onion Peak, Neakkahnie Mountain and Cape Falcon are among the outstanding lures to the hiker. The Angora club, Astoria's outdoor club, has listed more than two score entrancing trips afoot, with directions for making them. In addition, the club makes weekly hikes which are ordinarily open to visitors, who can make arrangements with the club officers.

## GOLFING

The golf links at Gearhart were among the first on the Pacific coast and, because of their peculiar charm, have maintained their fame despite the wide development of the game and the establishment of many courses.

All Clatsop county golf links are nearly natural. The Gearhart course lies on the old, rolling sand dunes, now covered with a thick turf, just back of the beach at the famous coast resort.



a Terminals





"Sunset" Promenade, Seaside

At Seaside a beautiful and particularly sporty links has been established on the grounds of the old Holladay estate, where Ben Holladay, pioneer pony express millionaire and prince of hosts, had his hotel and held forth like a king in the heart of a wilderness many decades ago.

The Astoria Golf and Country club, recently organized, has constructed a beautiful course at Sunset Beach, a few miles from Astoria. The links there, like those at Gearhart, lie on the swelling dunes close to the beach.

Moderate green fees make it possible for the visitor and tourist to enjoy the sport on any of these links. Clatsop county's mild winters permit of year-round golfing, and there is never a month, nor a week, even, during the entire year when players are not abroad upon the greens.

### THE CITY REBUILT

Astoria in itself offers an attraction to the tourist which cannot be duplicated in the entire United States. It is a city reborn, rising from the ruins left by the fire disaster, and which have now been nearly effaced by wide, modern streets, constructed despite innumerable difficulties along new engineering principles, with every building in the business district of bright, new fireproof construction, with all wires carried in subsurface conduits.

Further information will be gladly furnished upon request addressed to the

ASTORIA CHAMBER OF COMMERCE  
ASTORIA, OREGON



Golf Links at Seaside